

KentuckyHistoricalSociety

KHS Strategic Plan for July 1, 2010 – June 30, 2013

(Approved by KHS Executive Committee, 07-16-10; Revisions approved, 10-15-10)

Mission

KHS engages people in the exploration of the commonwealth's diverse heritage. Through comprehensive and innovative services, interpretive programs, and stewardship, we provide **connections** to the past, **perspective** on the present, and **inspiration** for the future.

Vision

KHS will be the recognized leader in helping people understand, cherish, and share Kentucky history

Plan

GOAL 1 - The KHS will be a significant resource fostering the production of historical works, the promotion of historical understanding, and history education

Strategy 1.1 – Align KHS collecting, preservation, and access activities (including the development of an appropriate information technology infrastructure) with 21 st century needs			
Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
1.1 (a) KHS will gain intellectual and physical control of its priority collections <ul style="list-style-type: none"> - Genealogical materials in KHS vertical files, microfilm collection, oral histories, Civil War-related holdings, War of 1812 holdings - Civil War-related holdings, Paul Sawyer collection, War of 1812-related holdings - Folklife collections 	<ul style="list-style-type: none"> - General Fund, NEH?, NHPRC? - General Fund, TE Grant - NHPRC?, NEA Grant 	<ul style="list-style-type: none"> - Director of Spec. Coll. & Library - Director of Museum Coll. & Exhibitions - Folklife Program Director 	<ul style="list-style-type: none"> - 6/30/13 - 6/30/13 - 6/30/13
1.1 (b) KHS will increase public access to its collections on-site, on-line, and through outgoing loans <i>(while continuing to enhance the security of collections and those employees and volunteers who care for them)</i> <ul style="list-style-type: none"> - 30% of Special Collections & Library materials will be accessible by the end of the strategic plan (Approximately 10% currently accessible) 	<ul style="list-style-type: none"> - General Fund, TE Grant, NEH?, NHPRC?, KHSF (interns) - General Fund, TE Grant, NHPRC?, KHSF (interns) 	<ul style="list-style-type: none"> - Director of Spec. Coll. & Library - Director of Museum Coll. & Exhibitions - Database Administrator? - Planning & Security Administrator 	-SCL 15% by 6/30/11, 23% by 6/30/12, 30% by 6/30/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
1.1(b) Cont. - 20% of the artifact collection will be accessible by the end of the strategic plan (Approximately 6% currently accessible)			- MC&E 10% by 6/30/11, 15% by 6/30/12, 20% by 6/30/13
1.1 (c) KHS will create a more seamless and user-friendly public interface to its multiple on-line databases (Use TAH grants to benchmark usability of on-line databases)	- General Fund, TAH funds?, NEH?	- Director of Spec. Coll. & Library - Director of Ed. - Design Studio Director - Database Adm.?	- Began in 6/10, now ongoing
1.1 (d) KHS will enhance the preservation and presentation of the story of Kentucky's Governors through a new <i>Hall of Governors</i> - Capital funding reauthorized - Selection of exhibition firm - Installation	- State Capital Funds	- Design Studio Director - Curator responsible for the Old State Capitol	- 6/10 - 7/30/10 - 10/1/11
1.1 (e) KHS and Department of Military Affairs will complete the physical upgrades to the Old State Arsenal (Kentucky Military History Museum) and its grounds outlined in the KMHM feasibility study - KY Finance Cabinet select architectural firm - Complete schematic design work (including overall programmatic goals for the project) - Resolve life safety issues (staircase, security, etc.) - Initial implementation of landscape design concepts - Develop basic building program for the KMHM	- Feasibility study & design already funded by KHSF - KY Dept. of Military Affairs to fund physical Upgrades - Landscape (KHSF?)	- Curator responsible for KY Military History Museum	- 6/28/10 - 9/30/10 - 3/30/11 - 6/30/12 - 6/30/13
Strategy 1.2 – Support the production of history, genealogy, and folklife			
1.2 (a) - Beginning with volume 108, nos. 1-2 (Winter/Spring 2010) issue, the <i>Register of the KY Historical Society</i> will be published on a strictly quarterly basis, and each volume of the <i>Register</i> , through volume 113, will include one “double-issue,” until the “cover date” and actual publication date of the <i>Register</i> align (anticipated for vol. 113, no. 4 [Autumn 2013]).” - <i>KY Ancestors</i> and the <i>Register of the KHS</i> will grow a sustainable, high-quality backlog of article submissions for publication by the end of the plan	- Printing from KHS memberships - Edit. & Prod. Staff – General Fund & KHSF (GA)	- Editor of <i>The Register</i> - Editor of <i>KY Ancestors</i>	- 11/1/13 - 6/30/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
1.2 (b) KHS will launch and complete up to 50% of <i>The Papers of the Kentucky Civil War Governors Digital Edition</i> project, ultimately helping to reshape how the Civil War story in Kentucky is told	- Gen. Fund, NEH?, NHPRC?, KHSF?	- Director of Research & Interpretation	- 10% by 6/30/11, 25% by 6/30/12, 45-50% by 6/30/13
1.2 (c) Each year, at least 20% of the KHS staff will engage in the professional study, research, and writing and/or formal presentation of Kentucky history, genealogy, history education, and/or historical administration	- Gen. Fund, KHSF, and related grants	- Executive Director	- 6/30/11, 6/30/12, 6/30/13
1.2 (d) The KHS Research Fellows Program will continue to mature in support and significance - \$10,000 program budget for FY2010-2011, 2011-12, and 2012-13	- KHSF	- Director of Research & Int.	- 7/1/10
1.2 (e) KHS will encourage new research in Kentucky history through the Kentucky Oral History Commission's technical assistance and project grant programs and by completing a comprehensive revision to the statewide guide to Kentucky oral history collections	- Project dependent on NEH grant funding	- KY Oral History Commission Administrator	- Due 8/2/10 - Awards in spring 2011 - 6/30/13
1.2 (f) KHS through the Folklife Program, a partnership with the Kentucky Arts Council, will train at least 20 community scholars each year to document and present Kentucky's living traditions	- Gen. Fund (KHS & KAC), NEA	- Folklife Program Director	- 6/30/11, 6/30/12, 6/30/13
1.2 (g) KHS will host an ongoing seminar for historians studying the 20th century (modeled after the successful early American historians seminar)	- Gen. Fund	- Director of Research & Interpretation	- To begin 9/10, then ongoing
Strategy 1.3 – Disseminate historical knowledge and education programs that promote historical understanding			
1.3 (a) KHS will pilot an online resource center for teachers that includes connections to KHS collections, scholarship, podcasts of history lectures, forums, etc. – use Civil War Sesquicentennial as focus for pilot project	- TE grant, IMLS?, stimulus funds?	- Director of Education (content) - Database Administrator? (infrastructure)	- 6/30/13
1.3 (b) KHS will rework its educational programs and services for students - Redesign campus tours and related programming (such as KJHS and National History Day) and increase access to KHS resources for school groups - Create new services where gaps exist to meet needs - Capitalize on 50 th anniversary of KY Junior Historical Society in 2012!	- Gen. Fund, TAH funds?, KHSF?	- Director of Education - Interpretive Education Adm.	- 9/1/10 - 9/1/11 - 6/30/12
1.3 (c) KHS will make The Register available on-line through a licensing agreement with one or more content distributors	- Gen. Fund	- Register Editor - Director of R&I	- 7/1/10

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
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GOAL 2 – The KHS will develop and strengthen statewide collaborative relationships that connect with and support key institutions and community activities

Strategy 2.1 - Research key institutions and define opportunities of mutual benefit			
2.1 (a) KHS will identify five organizations each year and implement strategies to strengthen the partnership relationship with each	- General Fund, TE Grant and other related grants	- Executive Director - KHS Executive Committee - KHS Foundation Board	- 1 st group identified with strategies by 9/1/10 - 2 nd group by 5/1/11, 3 rd group by 5/1/12
Strategy 2.2 - Build local institutional capacity			
2.2 (a) KHS will create and market, for local historical organizations, a series of organizational development tools and workshops (based on the AASLH StEPs program and utilizing the IMLS Connections to Collections grant), and a menu of capacity-building services (that capitalize on existing KHS resources, or that build resources that simultaneously enrich KHS activities).	- General Fund - IMLS Connecting to Collections Grant (through KHSF)	- Community Services Administrator - Connections to Collections KY grant coordinator	- Connections to Coll. grant concludes 12/31/10? - StEPs program at KY Museum & Heritage Alliance Mtg. in 6/13
2.2 (b) KHS will host statewide genealogy conference that provides both content and also networking and training opportunities for local genealogical organizations, thus beginning to position KHS and its Frankfort-based partners (KGS, KDLA, etc.) as a centerpiece of Kentucky genealogy	- General Fund - KGS, KHSF?	- Library Administrator	- 8/5/11 & 8/6/11
2.2 (c) KHS and Kentucky Oral History Commission will help preserve deteriorating oral history collections across the state by strategically placing portable digitization stations in repositories (currently at ECU, Murray State, and Morehead State)	- General Fund, NEH?	- KHS Oral History Commission Administrator	- Ongoing, review of impact 12/31/10, 5/1/11, 5/1/12, 5/1/13
2.2 (d) Through the popular Historical Marker Program, KHS will utilize its Community Scholars network and others to assist local individuals and organizations with historical research writing and raise awareness of significant historical places and themes	- General Fund	- Historical Marker Coordinator - Director of R&I - Folklife Program Director	- Ongoing, “train the trainers” in Sept. 2010 and in March and Sept, 2011, 2012
Strategy 2.3 – Strengthen professional standards among staff at the state and local levels			
2.3 (a) KHS will establish a guiding philosophy based on the informal history learning concept that will be systematically researched, developed, and shared through training with all KHS staff	- General Fund, KHSF?	- Design Studio Director, Director of Education, Director of R & I	- Present philosophy @ 1/21/11 Governing Board meeting for review and adoption

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
2.3 (b) KHS will implement a TAH Cabinet approved process through which organizational priorities and expectations are communicated and monitored at the organizational, functional team, and individual levels	- General Fund	- Human Resources Administrator	- Present to TAH Cabinet in 2/11, ready for review and adoption @ 4/15/11 Governing Board meeting
2.3 (c) KHS will cross train all staff in a variety of teams and functions as a part of the professional development program and in order to develop common (institution-wide) knowledge of KHS operations, improve cross-team cooperation and workflow, improve the potential for innovation, and alleviate under staffing	- General Fund	- Executive Director - HR Administrator - Functional Directors	- Initial implementation of front line support by 8/1/10 - Tour/program level participation by 10/1/10 - Review @ Jan. 2011, 2012, 2013 staff retreats
2.3 (d) KHS will develop an online resource center for local history professionals that includes access to professional development resources (podcasts, forums, wikis, etc.), scholarship, tools, etc. and will complement the resource center with field-based programming	- General Fund, TE Grant?, IMLS?	- Community Services Administrator (content) - Database Administrator (?) (infrastructure)	- Begin testing online resource center in 1/13, full center and programming up by 6/30/13
2.3 (e) KHS will help ensure that oral history interviews do not disappear by launching the Kentucky Oral History Commission's archival accreditation program which establishes basic expectations for individuals and organizations involved in KOHC projects	- General Fund, NEH?	- KHS Oral History Commission Administrator	- Stds. to be approved at KOHC mtg. in 10/10 - Begin implementation in 1/11, review of impact in 4/11, 4/12, 4/13
2.3 (f) KHS will develop a formal graduate and undergraduate internship program with the expectation of placing these interns in entry level positions within Kentucky historical organizations whenever possible	- KHSF?	- Director of Education	- 5 undergraduate interns and 5 graduate interns each year by 6/30/13
2.3 (g) KHS will select at least one staff member each year to apply for participation in the Seminar for Historical Administration (an intensive three-week professional development experience co-sponsored by six of America's leading historical and museum organizations)	- KHSF? and General Fund	- Executive Director	- Present to KHS leadership team each January

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
2.3 (g) – Cont.			<ul style="list-style-type: none"> - Select KHS applicant by 2/15/11, 2/15/12, and 2/15/13 - SHA application due early May
Strategy 2.4 - Increase the visibility and relevance of history in local communities			
2.4 (a) KHS will conduct an economic impact study of historical organizations and resources throughout the commonwealth	- KHSF?	- Director of Education	- 6/30/12
2.4 (b) KHS will build an extensive statewide advocacy network out of an aggregation of niche audiences within the history field and from whom KHS serves	- General Fund, IMLS Connecting to Collections	- Executive Director and Director of Education	- By 1/12 in time for full session of the General Assembly
2.4 (c) KHS will work with local historical organizations and communities across Kentucky and the KY Dept. of Travel to highlight local history and its connection to the broader state and national narratives (especially Civil War) through “trails,” community designations, historical markers, etc. - KHS will work with local historical organizations and communities across Kentucky and in partnership with the KY Arts Council (especially through the Folklife Program) and KY Dept. of Travel to highlight local history and culture and their connections to the broader state and national narratives (especially Civil War) through “trails,” travelling exhibits, community designations, historical markers, etc.”	- TE Grant, NEH?, General Fund	<ul style="list-style-type: none"> - Community Services Administrator - Museum Collections & Exhibitions Project Associate - Historical Marker Coordinator 	<ul style="list-style-type: none"> - Signed TE Grant contract by 12/31/10 - Launch CW 150 community designation program by 9/30/11 - Introduce TE Grant products by 9/11, phase in through 6/30/13
2.4 (d) KHS will develop a comprehensive Kentucky History Awards program (including Collins, Fitzgerald, and Governor’s Awards) that highlights to a statewide and national audience the historical works about and taking place within the commonwealth	- KHSF, earned income	<ul style="list-style-type: none"> - Director of Research & Interpretation - Director of Education 	<ul style="list-style-type: none"> - Collins & Fitzgerald Awards presented annually, - Governor’s Award every 4 years - KY History Awards shifting from March to Nov. to coincide w/KHS Annual Mtg. (Pilot 2010, fully implement 2011)

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
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GOAL 3 – The KHS will become a customer driven organization and implement marketing strategies that promote the use of KHS resources and services

Strategy 3.1 - Research and define target audiences			
3.1 (a) KHS will focus on two primary target Audiences: 1) Educators & Students 2) History enthusiasts	- KHSF, General Fund, earned income	- Executive Director and all functional directors	- Roll out at 7/10 KHS staff meeting - Begin retooling programming and promotions immediately
3.1 (b) KHS will establish a baseline level of awareness among its target audiences	- KHSF?, IMLS?	- Director of Communications - Planning & Security Administrator	- Initial research complete by 12/31/10 - Update research about target audiences 12/31/11 and 12/31/12
Strategy 3.2 – Increase awareness of KHS			
3.2 (a) KHS will research and refine its branding message	- KHSF?, General Fund	- Director of Communications	- By 10/31/10
3.2 (b) The KHS Communications Team will present a formal plan each year that outlines methods of and expectations for reinforcing the organization's brand. This plan will be shared at all levels of the organization.	-	- Director of Communications	- By 1/1/11, 1/1/12, and 1/1/13
3.2 (c) KHS will raise its name recognition among its target audiences by 30% by the conclusion of the strategic plan	- KHSF?, General Fund	- Director of Communications	- 10% increase by 6/30/11, 20% by 6/30/12, and 30% by 6/30/13
3.2 (d) KHS will maximize the impact of the <i>Chronicle</i> by distributing its content to audiences beyond the KHS membership - Identify outlets aligning with target audiences - Review and revise content and format for wider distribution (print & electronic) - Increase distribution of <i>Chronicle</i> up to 10,000 (The <i>Chronicle</i> is a quarterly publication received by approx. 3,400 KHS members)	- KHS membership income, KHSF	- Director of Communications - Design Studio Director	- Begin 9/1/10 then ongoing - Begin by 1/1/11 - 5,000 by 6/30/11, 7,500 by 6/30/12, 10,000 by 6/30/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
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Strategy 3.3 – Provide quality KHS visitor experience			
3.3 (a) KHS will establish baseline satisfaction levels among its visitors (on-site, off-site, and on-line) with a focus on new KHS target audiences. Through rigorous customer service, interpretive education, and security training of staff and volunteers, KHS will increase the level of visitor satisfaction each year	- General Fund, TAH funds?, earned income?	- Visitor Services Coordinator - Interpretive Education Administrator - Planning & Security Administrator	- Baselines set by 12/31/10 - Tour/program level training begin by 9/1/10 and participation by 10/1/10 - Review @ Jan. 2011, 2012, 2013 staff retreats
3.3 (b) KHS will create an on-line presence that conveys to its target audiences the energy of the organization, the depth and breadth of KHS resources, provides opportunities for interaction through informal history learning, and or purchase of KHS products/services	- KHSF, TE Grant?, IMLS?	- Design Studio Director - Director of Communications	- Initial revisions by 10/15/10 - Identify outside vendor to overhaul website by 12/31/10 - Overhaul of KHS website by 10/15/11 - E-commerce Operational by 12/31/12 - Review each April & Oct.
3.3 (c) KHS will make a strong first impression on its visitors to the KHS “history campus” by repackaging the exterior of the Thomas D. Clark Center for Kentucky History (“I am Kentucky” concept?) and creating a multi-media driven introductory experience (“What’s your story?” concept?) that sets a new tone and expectation for the entire visit	- KHSF?	- Creative Director and Design Studio Director	- Presentation to KHSF Board 8/20/10 - Presentation to KHS Governing Board 10/15/10 - Introduce “What’s Your Story” experience and/or building exterior by 3/15/11 (School tours & General Assembly)
3.3 (d) KHS will engage visitors by providing new experiences based on the “Discovering Together: Kentucky’s Civil War Sesquicentennial” theme	- General Fund and TE Grant?	- Interpretive Ed. Adm. and Director of Museum Theatre	- OSC experience by 4/1/11

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
3.3 (d)- Cont. - Building upon its exemplary museum theatre program, KHS create new interpretive programs at the Old State Capitol and the Old State Arsenal - KHS will host several travelling exhibitions from around the country	- KHSF?	- Director of Museum Collections & Exhibits and Director of Des. St.	- Arsenal experience by 9/1/11 - 2/1/11 through 6/30/13
3.3 (e) KHS will consistently provide a public programming platform for leading historical and genealogical research and interpretation to be presented on local, state, and national topics	- KHSF?, earned income, NEH?	- Director of Research & Int., Director of Sp. Coll. & Library, Director of Education, and Director of Museum Collections & Exhibitions	- Utilize existing opportunities [Boone Day (ongoing - June), Distinguished Lecture Series (Beginning Jan. 2012), KHS Annual Mtg. (Beginning Nov. 2012), KGS Seminar (Aug..2011), etc.]
3.3 (f) KHS and the Kentucky Arts Council will partner through the Folklife Program to present Kentucky's living traditions (including music, foodways, etc.) on campus and strategically around the state - Produce and travel two new exhibits (based on success of Luthiers exhibit) - Re-introduce Folklife Festival (2 primary themes, OSC grounds footprint)	- NEA, KY Arts Council & KHS General Fund, KHSF?	- Director of KY Folklife Program - Folklife Director with Directors of Design St. and Museum Coll.&Ex. - Folklife Director with Director of Education	- 1st exhibit by 6/30/11, 2 nd exhibit by 6/30/13 - By 9/30/11 (possibly become annual event?)
Strategy 3.4 – Increase participation especially among target audiences			
3.4 (a) KHS will develop and implement a marketing communications plan focused on its target audiences each fiscal year	- General Fund and KHSF	- Director of Communications	- Initial plan in place by 9/1/10 - Review of plan by 5/15 each year - Roll out new/revised plan by 7/1/11, 7/1/12, and 7/1/13
3.4 (b) Visitation at KHS campus (library & special collections, museum, public programming, and special events) will increase by 15% by June 30, 2013 <i>(Should also lead to increased earned income through museum admissions, paid programming and events, paid library services, and retails sales)</i>	- General Fund and KHSF	- Executive Director	- 5% increase by 6/30/11, 10% increase by 6/30/12, 15% by 6/30/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
3.4 (c) KHS will reach people in every region of the state and at least 100 counties each year through its programs and services	- General Fund, TE Grant, IMLS Grant, NEH?, NHPRC?	- Executive Director	- Compile data by 6/30 each yr., present in KHS Annual Report (Fall issue of <i>Chronicle</i> 2010-13) - By 12/31/10 create feature on KHS website to present this data
3.4 (d) KHS will reach every county through its Historymobile program within eighteen months	- General Fund for staff - KHSF for fuel and promotions	- Historymobile Program Administrator	- Travel to 40 counties by 12/31/10, 80 counties by 6/30/11, 120 counties by 1/1/12
3.4 (e) Through its on-line presence (web site and social media), KHS will focus on target audiences and interact virtually with 10% more people each year	- KHSF and General Fund	- Director of Communications - Design Studio Director	- 10% increase by 6/30/11, 20% increase by 6/30/12, 30% increase by 6/30/13
Strategy 3.5 – Base decisions on data and evaluation research			
3.5 (a) KHS will refine the accuracy of its data and will develop and distribute to Boards and staff a new monthly dashboard report of key indicators (based on new strategic plan and target audiences)	- General Fund	- Executive Director	- Prototype by 10/15/10 to KHS Governing Board - Refined data definitions and tracking procedures in place by 1/1/11 - KHS Leadership Team review dashboards @ monthly strategic mtgs.
3.5 (b) KHS will refine its project planning & review process in light of the new strategic plan and require each proposal to include measurable goals and an appropriate evaluation strategy	- General Fund	- Planning & Security Administrator	- By 10/1/10 - Review of PPR process by 12/31/10, 12/31/11, 12/31/12, and 6/30/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
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GOAL 4 – The KHS will diversify and grow its funding and ensure the positive support from the State for long-term sustainability

Strategy 4.1 – Increase private sector funding			
4.1 (a) The KHSF will increase annual fund revenues to \$250,000 by seeking a major matching grant, by adding new on-line giving initiatives, by continuing phonathon, and through additional campaigns (including a \$50,000 campaign for the KHS Executive Committee and the KHS Foundation Board)	- KHSF	- KHS Foundation Executive Director - KHS Executive Director	- 6/30/11
4.1 (b) The Kentucky Historical Society Foundation will develop and implement effective strategies for its top 50 prospects (in state and out of state)	- KHSF	- KHS Foundation Executive Director	- Begin implementation by 6/30/11 - Annual review of prospects and strategies by 4/30/12 and 4/30/13
4.1 (c) The KHSF will secure private sector support for the following major restricted initiatives: 1) Paid KHS internships for undergrad & graduate students (\$20,000 in FY11) 2) <i>The Papers of the Kentucky Civil War Governors Digital Edition</i> (\$550,000 during 3-year plan) 3) Graduate assistantship with UK History Dept. (\$20,000 per year, FY12 – FY15) 4) Exterior treatment of the Thomas D. Clark Center for KY History (\$90,600 from existing or new gift? FY11) 5) Series of Civil War-related traveling exhibitions (\$120,000 during 2011-2015 sesquicentennial commemoration) 6) Sponsorships for KY Junior Historical Society and National History Day (Up to \$50,000 cash and in-kind by spring 2012) 7) Kentucky Digital History e-Book project 8) Potential Acquisition of adjacent property to enhance the KHS campus and provide space for KHSF (not pursue, but consider if comes up for sale) 9) Ongoing projects: Libby Jones Student Fieldtrip Scholarship Fund (Scholarships are funded through 2010-11 school year - \$25,000 per year) & Kentucky Treasures Fund (Limited restricted funds available through bequest)	2) Match NEH and NHPRC? 6) Match TE Grant, Stimulus funds, IMLS? 8) KHSF pay for property?, TE Grant to redevelop site?	- KHS Foundation Executive Director - KHS Executive Director	1) Begin soliciting internship support 8/1/10 2) Begin submitting proposals by 10/1/10 for KCWGOE 3) Begin soliciting support for GA by 3/1/11 4) If necessary, begin solicitation by 9/1/10 5) Begin solicitation by 9/1/10 6) Begin solicitation by 4/1/11 7) Begin pursuing private support 1/1/12 8) Not a priority in current plan 9) Solicit funds in time for 2011-12 school year, Treasures Fund 1/1/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
4.1 (d) The KHSF will meet the \$10 million goal of the Campaign for Kentucky: Thomas D. Clark Education Challenge by the end of the plan	- KHSF	- KHS Foundation Executive Director	- By 6/30/13
4.1 (e) The KHSF will hold an annual event to induct new members to the Abraham Lincoln Society (major donor recognition group) and to raise funds for KHS	- KHSF	- KHS Foundation Executive Director and KHS Special Events Administrator	- Event currently held the third Monday of October
4.1 (f) The KHSF will secure media sponsorships for at least one exhibition or program each year beginning in 2011	- KHSF	- KHS Foundation Executive Director and Director of Communications	- By 12/31/10 for FY11, by 12/31/11 for FY12, by 12/31/12 for FY13
4.1 (g) The KHSF will develop 1-5 long-term corporate partnerships	- KHSF	- KHS Foundation Executive Director	- By 6/30/13
4.1 (h) Clearly delineate relationship between KHS and the KHS Foundation - Complete Joint Operating Agreement	- General Fund and KHSF	- KHS Executive Director and KHS Foundation Executive Director	- Review and approval by KHSF Board 8/20/10 - Review and approval by KHS Governing Board 10/15/10
Strategy 4.2 – Increase earned income			
4.2 (a) Through the implementation of a targeted membership campaign, KHS will increase its membership revenue by 5%	- KHS membership income, General Fund?	- KHS Membership Coordinator	- 3% increase by 6/30/12 - 5% increase by 6/30/13
4.2 (b) While extending the educational experience for visitors, the 1792 Store (and a new e-commerce site) will become a profit center for KHS	- KHS earned income	- KHS 1792 Store Manager (position currently vacant)	- By 6/30/12 store income covers all operating expenses but rent - Profitable by 6/30/13
4.2 (c) KHS will enhance its facilities rental program - Update contract - Increase its rental income each year - Increase number of rentals each year	- KHS earned income, General Fund	- Communications Associate	- Revised contract by 9/1/10 - 15% by 6/30/11, 25% by 6/30/12, 30% by 6/30/13 - 20% by 6/30/11, 30% by 6/30/12, 40% by 6/30/13
4.2 (d) KHS will increase its revenue from collections imaging and research services	- KHS earned income, General Fund	- Special Collections Administrator	- 10% by 6/30/11 - 20% by 6/30/12 - 30% by 6/30/13

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
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Strategy 4.3 – Aggressively pursue grant support

4.3 (a) KHS initiated and worked with local school systems to submit 17 Teaching American History grant applications to the U.S. Dept. of Education. KHS anticipates providing educational services for 3-5 new TAH grants <i>(If successful, KHS will receive fees for a variety of services over the next three years)</i>	- U.S. Dept. of Education	- Director of Education	- Applications submitted 5/10 - Notification was expected by 7/1/10 - Grants cover 3 years (7/1/10 – 6/30/13)
4.3 (b) KHS will submit applications to National Endowment for the Humanities and National Historic Public Records Commission seeking up to \$600,000 of Federal support for the Civil War Governors Papers project	- NEH - NHPRC	- Director of Research & Interpretation	- Grant applications due 10/1/10 - Notification in Spring 2011
4.3 (d) KHS will submit a Basic Processing Grant to the National Historic Public Records Commission to get better control of the Kentucky Folklife collection	- NHPRC	- Director of Folklife Program and Folklife Specialist I	- Grant application due 8/15/10 - Notification by 5/1/11
4.3 (e) Each year, KAC and KHS will submit a National Endowment for the Arts grant application and to support the public presentation of Kentucky's living traditions - KHS will explore complimentary funding through National Endowment for the Humanities	- NEA - NEH	- Director of Folklife Program	- Grant application due 8/14/10 for KY Folklife Festival - Notification in 3/11 - Research NEH by 10/1/10
4.3 (f) Maintain regular contact with Kentucky Congressional Delegation and keep them informed of KHS grant applications to Federal agencies	- KHSF?	- KHS Executive Director and KHS Foundation Executive Director	- Initiated in 2009 - Ongoing

Strategy 4.4 – Maintain and strengthen State support

4.4 (a) KHS will consistently inform members of the Kentucky General Assembly when constituents in their respective districts are positively impacted by KHS programs and services	- General Fund	- Executive Director	- KHS infrastructure in place by 12/31/10 - Begin implementation 1/11
4.4 (b) KHS will work with the Tourism, Arts & Heritage Cabinet and KHS Boards to raise the awareness and understanding of KHS among the Leadership in both Houses and with key committees (Tourism & Economic Development, Education, and Appropriations)	- General Fund	- Executive Director	- Begin after 11/10 elections - Utilize opportunities during 2011 Session - Make connections in home districts (Marker dedications, etc.)

Outcomes	Fund Source(s)	Position(s) Responsible	Target Date(s)
4.4 (c) KHS will identify opportunities for potential designated appropriations to bolster key statewide programs (i.e. Oral history grants, historical markers, Kentucky Folklife Festival, Historymobile) and specific KHS campus capital needs	- General and Capital Funds	- Executive Director	- Capital plan submissions due 4/11? - Operating budget request due 10/1/11
4.4 (d) KHS will work with the TAH Cabinet to develop new financial tracking tools to enhance the stewardship of its State resources	- General Fund	- Director of Finance & Human Resources	- Implement by 8/1/10

10/15/10